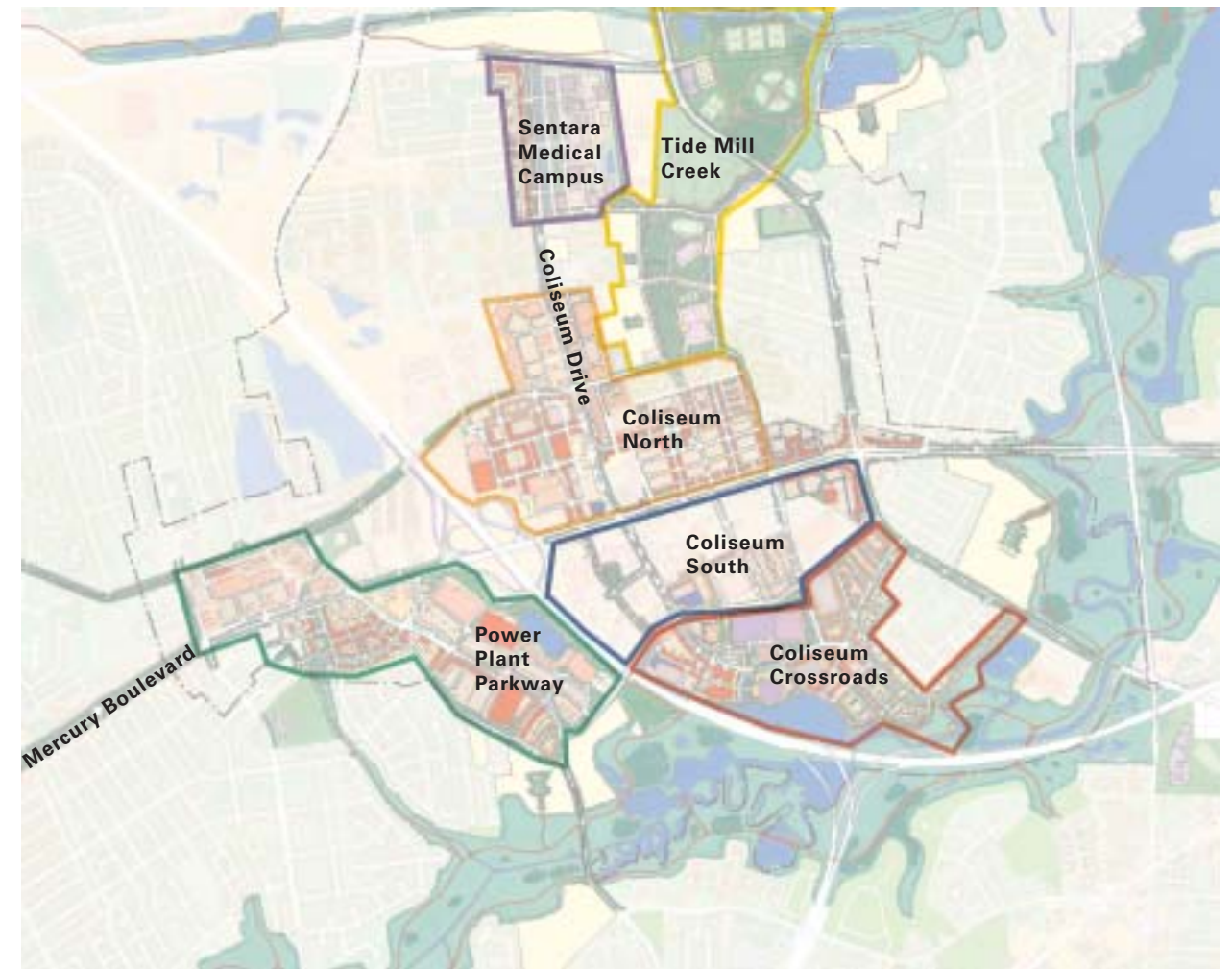


Initiative Areas

Introduction

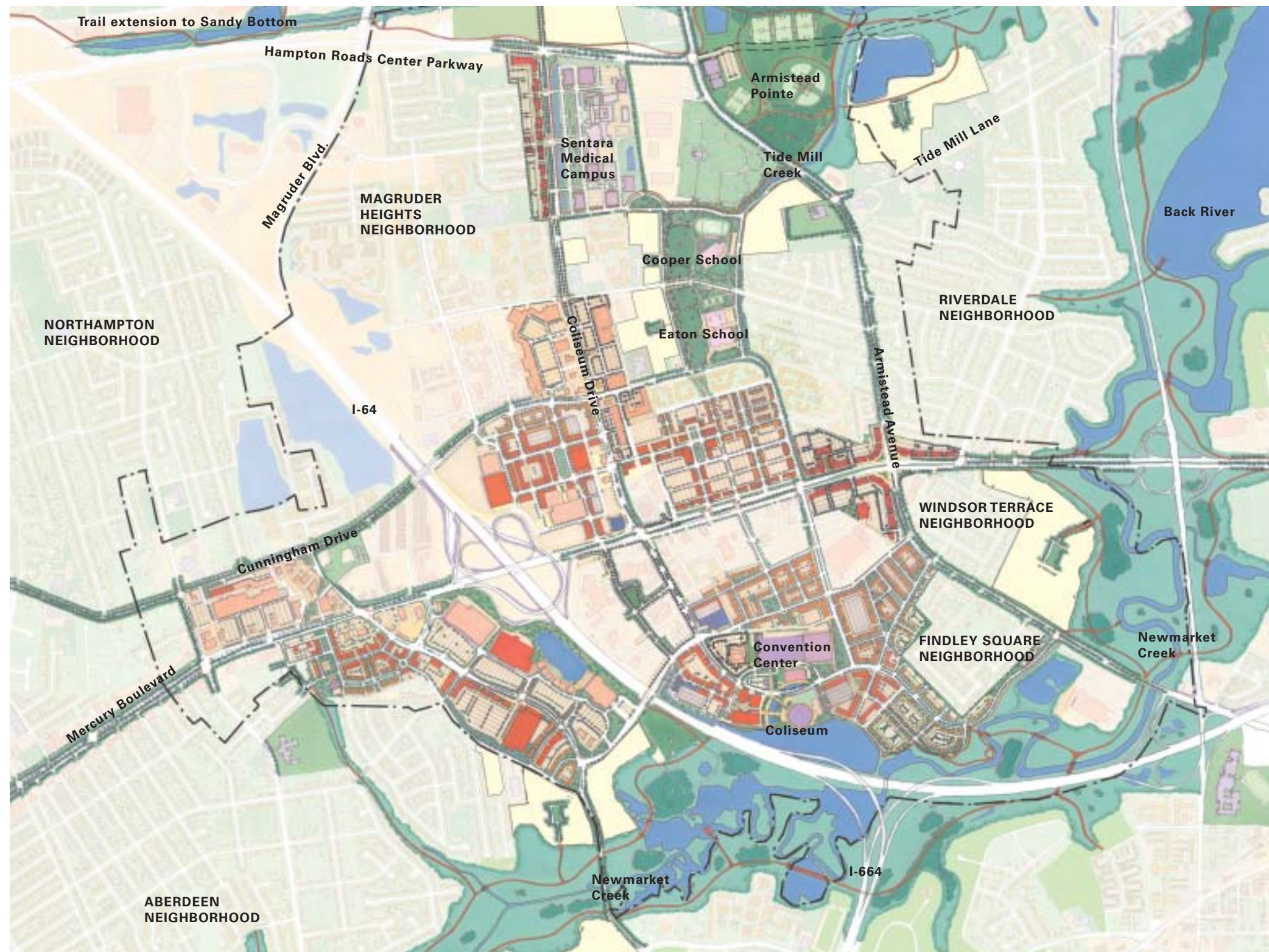
The Master Plan will be implemented through framework improvements and development initiatives. This section of the Master Plan describes six proposed initiatives. An initiative is a series of coordinated public and private investments designed to leverage the most value out of each other. Initiatives are geographically defined and typically encompass one area of a master plan. By parceling a master plan into initiative areas, all stakeholders and residents are equally considered. Each group has defined bite sized tasks by which to implement the Master Plan.

The initiative areas of the Plan are Coliseum North, Coliseum South, Coliseum Crossroads, Power Plant Parkway, Sentara Medical Campus, Tide Mill Creek, and Mercury Boulevard. The initiatives in this section are described in narrative form as illustrated with plan drawings, perspectives, diagrams, and section drawings. In addition, each initiative contains a bullet list of recommendations and actions categorized under the three types of frameworks: Development Patterns, Street Network, and Open Space.



A SERIES OF INITIATIVE AREAS Coliseum Central is divided into multiple initiative areas. These areas were identified as priority redevelopment sites in the public process, or are those sites under the greatest development pressures. An initiative is a geographic area in which public and private improvements are recommended in order to leverage the most value out of each other.

ILLUSTRATIVE MASTER PLAN The next generation of growth will transform the District into a vibrant mixed-use area with nodes of development supported by new housing opportunities, existing neighborhoods, and the region.



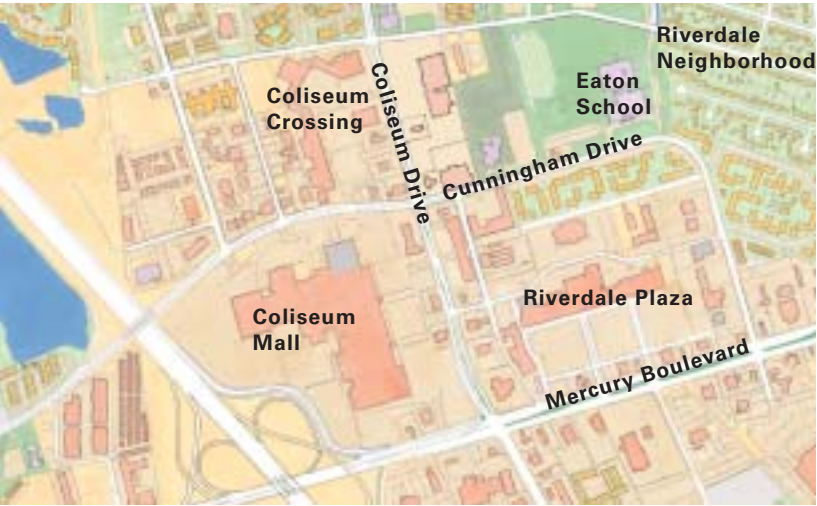
- EXISTING COMMERCIAL
- PROPOSED COMMERCIAL
- PROPOSED SINGLE-FAMILY RESIDENTIAL
- EXISTING INSTITUTIONAL
- PROPOSED INSTITUTIONAL
- PARKS AND OPEN SPACE
- PROPOSED GARAGE
- SURFACE PARKING
- PROPOSED RESIDENTIAL

Coliseum North

The properties of Coliseum North represent some of the highest potential and most underutilized properties in the District. As retail properties, the physical configurations of both Coliseum Mall and Riverdale Plaza are obsolete as the buildings are either inwardly focused (Coliseum Mall) or are set too far from the street (Riverdale Plaza). The result has been increased vacancies and declining investment. In addition, both properties are exceptionally large and their lack of through streets serves to separate the District. The Plan recommends fundamental change to the configuration of both these properties. The properties should be recast as mixed-use pedestrian-oriented developments with retail at their core and high density housing along their edges adjacent to existing communities.

The Plan recommends linking the two properties by improving, extending, and straightening Von Schilling Drive. This new street would connect urban plazas in each of the redevelopments. Additional adjacent streets, such as Commerce Drive, Executive Drive, Hartford Road, and Saville Row should extend through these developments to create smaller blocks for redevelopment. Pending further study, the flyover ramp should be removed in order to accommodate pedestrian crossings of Mercury Boulevard and Coliseum Drive as well as to facilitate a new intersection of Mercury Boulevard and Commerce Drive from the south.

New housing should be introduced on both the Riverdale Plaza and the Coliseum Mall sites. Apartments, townhouses, and other



PORTRAIT OF EXISTING CONDITIONS Coliseum North consists of underutilized properties and large over-scaled blocks that are not conducive to redevelopment in their current form.

urban residential buildings should be developed in order to support both the retail and the surrounding neighborhoods. In addition, sites for office buildings with retail use at the ground floor should be reserved in order to maximize shared parking opportunities and improve the land-use mix of the redevelopment.



ILLUSTRATIVE PLAN OF COLISEUM NORTH New streets and redevelopment on the District's largest properties will redefine the image of Coliseum Central

© 2004 URBAN DESIGN ASSOCIATES



PROPOSED VIEW OF A REDEVELOPED COLISEUM MALL: The Mall will be replaced with new streets and mixed-use buildings creating a pedestrian-oriented center in the District.



PROPOSED VIEW AND EXISTING PHOTOGRAPH OF RIVERDALE PLAZA The mostly vacant Riverdale Plaza Shopping Center can be redeveloped into a vibrant, pedestrian-friendly commercial node with a new road on axis with the Riverdale Cinema.



Framework of Development Patterns



Framework of Streets



Framework of Open Space



| COLISEUM NORTH DESIGN RECOMMENDATIONS | |
|---|--|
| URBAN FORM | STREET NETWORK |
| <p>Develop two mixed-use nodes containing both housing and commercial uses.</p> <p>Locate auto-oriented uses and large retailers adjacent to the interstate.</p> <p>Develop medium-density urban housing to support commercial uses throughout the District and transition the land use patterns from single-family residential to a residential/commercial mix.</p> <p>Develop parking structures adjacent to the core of the mixed-use nodes in order to support higher-density housing and commercial.</p> | <p>Connect the Coliseum Mall site to Riverdale by extending and straightening Von Schilling Drive.</p> <p>Extend adjacent streets (Commerce Drive, Saville Row, Executive Drive, and Hartford Road) through large commercial properties to create urban redevelopment blocks.</p> <p>Treat the character of driveways like streets, providing appropriate landscaping, sidewalks, and materials.</p> |
| | OPEN SPACE AND PEDESTRIAN NETWORK |
| | <p>Create central greens or plazas on both the Coliseum Mall and Riverdale Plaza Shopping Center sites to provide public gathering spaces as well as pedestrian-oriented retail addresses.</p> <p>Create pedestrian oriented streets and streetscapes that connect development nodes and neighborhoods to each other.</p> |



AERIAL VIEW OF THE COLISEUM NORTH AREA Redevelopment of Riverdale Plaza and Coliseum Mall into two mixed-use nodes will create a walkable, vibrant center to Coliseum Central.



INCREMENTAL CHANGE LEADS TO FUNDAMENTAL CHANGE Transforming Riverdale Plaza and Coliseum Mall can occur incrementally. At Riverdale Plaza, initial phases would drive a new street through the existing building to the cinema. Subsequent phases would introduce mixed-uses. At the Coliseum Mall, redevelopment can begin with an extension of Commerce Drive, and eventually redevelop completely with additional street extensions.



Proposed view of a redeveloped Coliseum Mall

Coliseum South

Due to successful businesses on Mercury Boulevard, redevelopment opportunities in Coliseum South are located along Pine Chapel Road. The Plan recommends redeveloping the Best Site (northeast corner of Pine Chapel Road and Coliseum Drive) and the vacant property south of Langley Federal Credit Union with a mix of uses including retail, offices, hotel, housing, and public parking. At least one parking structure should be built to contribute to the parking demands of the Convention Center/ Coliseum and urban mixed-use development.

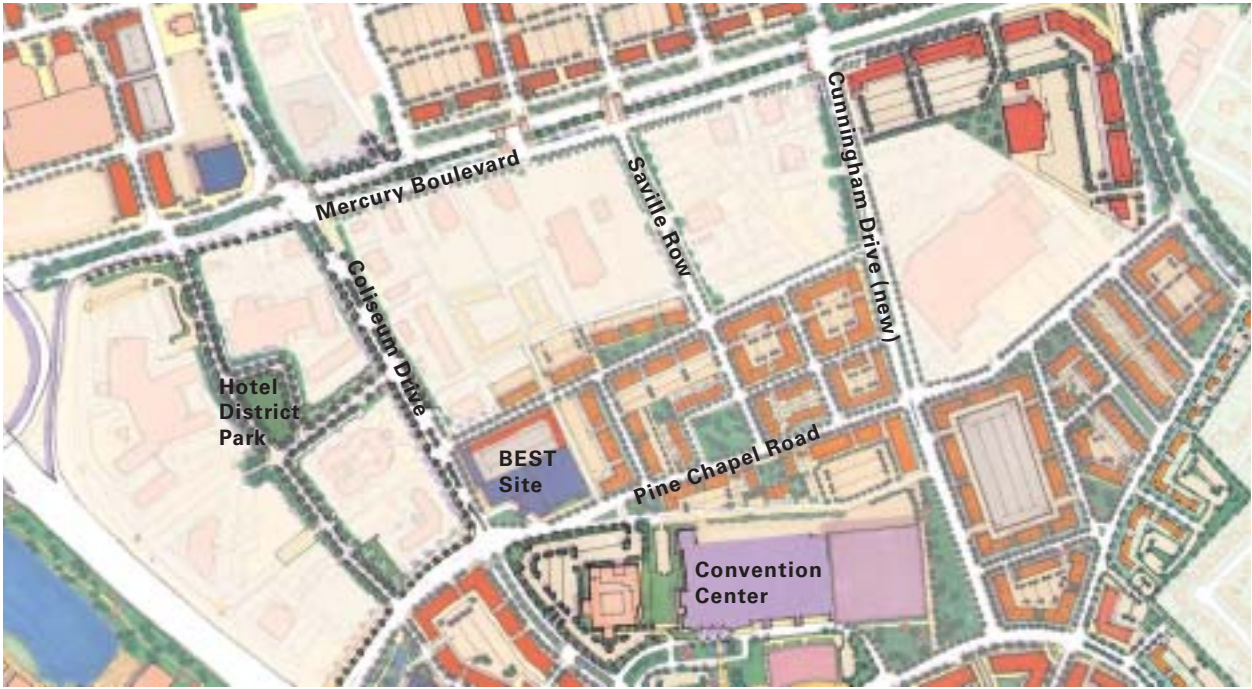
The Hotel District should continue to mature as a single-use district containing hotels supportive of the Convention Center. Limited service hotels are discouraged, while full service hotels are encouraged. The Plan recommends developing a small centralized park for the Hotel District to be used as a gathering place, shuttle pick up, event space, and passive recreation.

The Plan recommends potential realignment of Pine Chapel Road between Armistead Avenue and Coliseum Drive. Currently Pine Chapel Road suffers from the back side exposure of the Convention Center, Target, and Wal Mart. A realigned Pine Chapel Road would create the opportunity to line the back side of the Convention Center, as well as to redevelop the Target and Wal Mart sites.

Sites north of the Convention Center should be considered for employment and office uses. Shared parking arrangements with the Convention Center should be pursued.



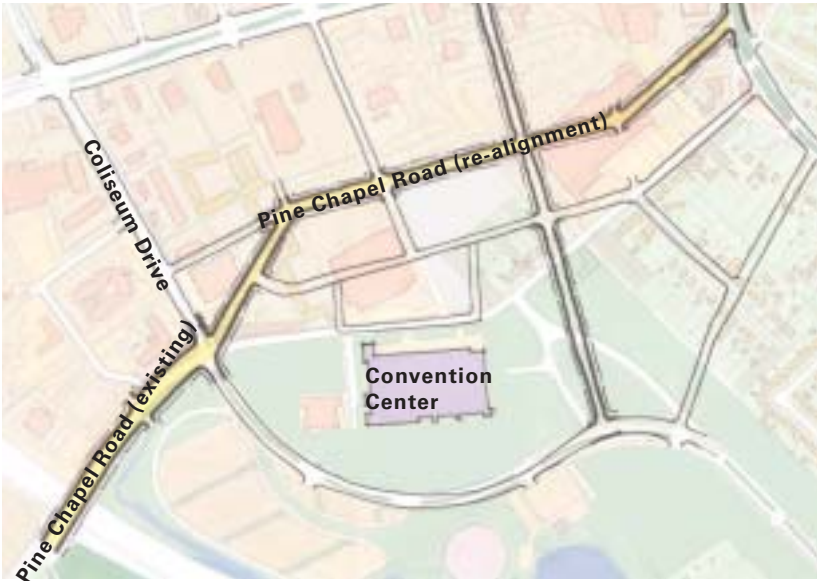
PORTRAIT OF EXISTING CONDITIONS Coliseum South consists of a Hotel District that is isolated, and large, underutilized properties east of Coliseum Drive.



ILLUSTRATIVE PLAN OF COLISEUM SOUTH Pine Chapel Road should be re-aligned to create a proper loading and servicing zone for the Convention Center and to create a new mixed-use node. New streets in the Hotel District will link it to adjacent developments.



PHASE 1 Vacant land north of Pine Chapel Road should be utilized for surface parking as sites to the east and west of the Coliseum are developed.



REALIGNMENT OF PINE CHAPEL ROAD Realignment of Pine Chapel Road would create new redevelopment opportunities while concealing the back side of the Convention Center to the public street. Option A (top) diverts Pine Chapel Road into the center of the redevelopment node, whereas Option B (bottom) merely straightens Pine Chapel Road just slightly to the north of the Convention Center with less area able to be developed to conceal the back of the Convention Center.



Framework of Development Patterns



Framework of Streets



Framework of Open Space

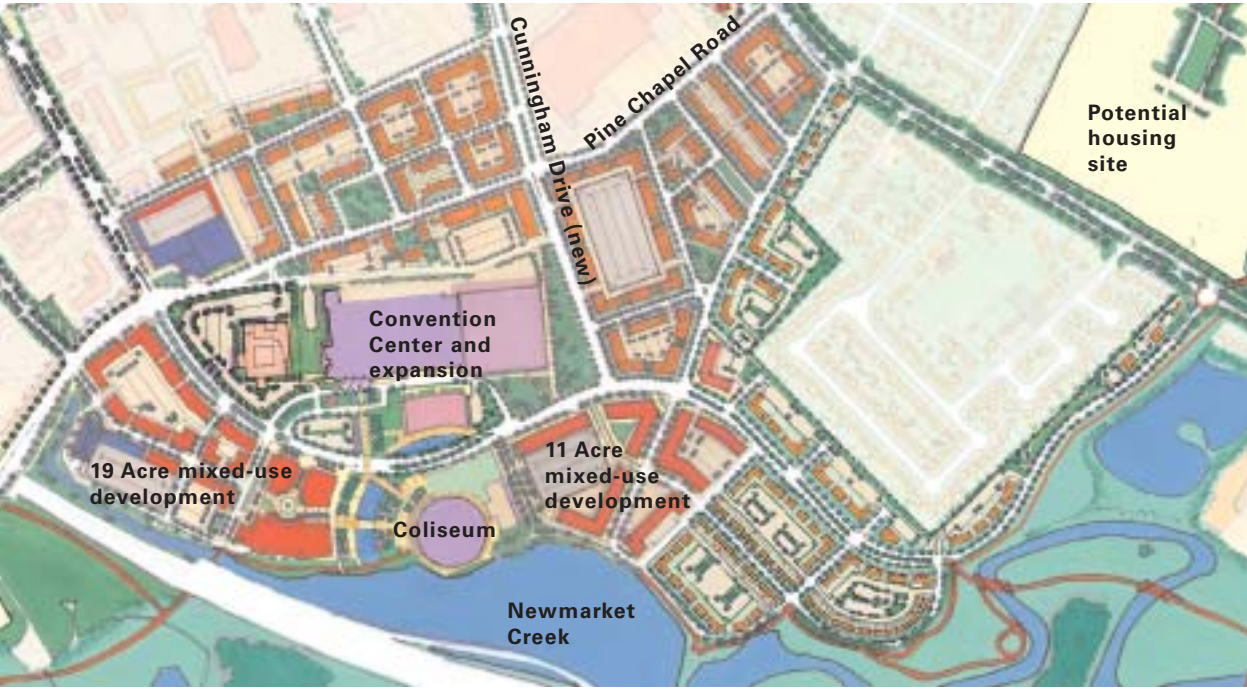
| COLISEUM SOUTH DESIGN RECOMMENDATIONS | | |
|--|---|--|
| URBAN FORM | STREET NETWORK | OPEN SPACE |
| <p>Promote conversion of hotels from limited service and extended stay to full service.</p> <p>Create a mixed-use node north of the Convention Center/Coliseum.</p> <p>Develop parking garages to support both the Convention Center and urban density mixed-use development. Transition from surface parking to structured parking.</p> <p>Encourage new development and additions to existing developments to address the street frontage and to encourage</p> | <p>Extend Commerce Drive north to Mercury Boulevard, and Convention Drive east to Saville Row.</p> <p>Extend Cunningham Drive South to Pine Chapel Road and Coliseum Drive.</p> <p>Create a local network of pedestrian friendly streets.</p> <p>Consider realignment of Pine Chapel Road north to create new development that masks the servicing side of the Convention Center.</p> | <p>Create an urban park or plaza at Saville Row and Pine Chapel Road.</p> <p>Create a park in the middle of the Hotel District to serve as a common address, gathering place, small event area, and transit pick up area.</p> <p>Create bike and pedestrian connections along the new road on Cunningham Drive between Mercury Boulevard and Coliseum Drive.</p> |

Crossroads

The Crossroads area is the District’s front door and its most visible face. The Coliseum itself is a landmark and icon as it is visible from the busiest interstate in the region. The Crossroads is the area of the District most likely to change in the near term. The City owns or controls most of the property and has plans underway to create new mixed-use developments around the Convention Center and the Coliseum.

The Plan recommends redeveloping the areas surrounding the Hampton Coliseum and Convention Center into a series of urban neighborhoods and mixed-use activity centers. The west side of the Coliseum will become several blocks of specialty retail, hotels, entertainment and restaurants. The east side of the Coliseum will become a mixed-use urban neighborhood with high density housing as well as restaurant and entertainment uses, and a park adjacent to the Coliseum. Both developments should plan for a parking structure in order to maximize the value of the land and to support the adjacent venues.

The edge of Newmarket Creek should be developed as a continuous park linking together all developments. Promenades, esplanades, trails, trail heads, and boat launches should be considered. A pre-function space should be created in between the Coliseum and the Convention Center incorporating a potential third performance venue.



ILLUSTRATIVE PLAN OF THE CROSSROADS



PORTRAIT OF EXISTING CONDITIONS The Crossroads area is dominated by the Coliseum and its parking areas.



Framework of Development Patterns



Framework of Streets



Framework of Open Space



PROPOSED (TOP) AND EXISTING (ABOVE) VIEW OF CROSSROADS RETAIL Shops and restaurants with sidewalk cafes line Coliseum Drive in the Crossroads area.



PROPOSED VIEW OF CROSSROADS HOUSING New housing in the Crossroads area will be urban and distinctly Hampton in character.



Perspective sketches of the new Hampton Roads Convention Center (illustrations by HOK).



Design concept for Crossroads housing, entertainment, and park.

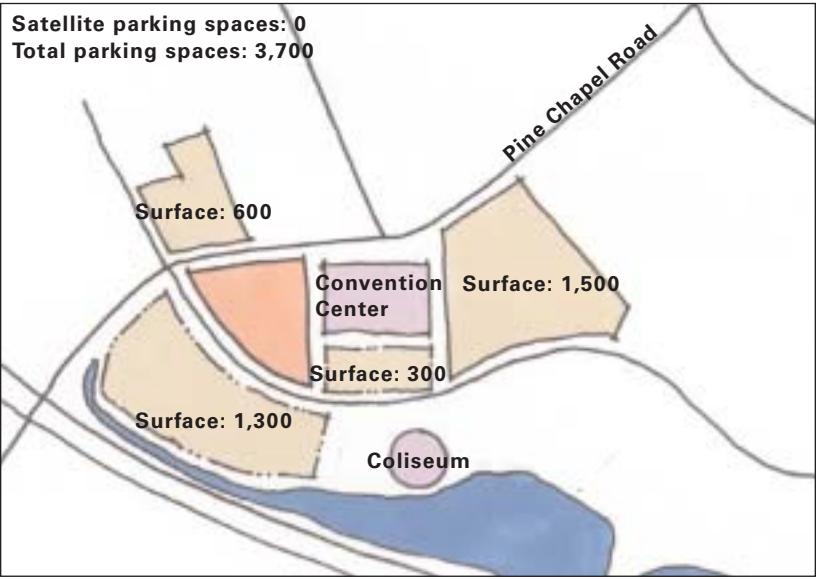


AERIAL VIEW OF THE CROSSROADS New north/south street connections will tie the Crossroads development together with other redevelopment in the District.

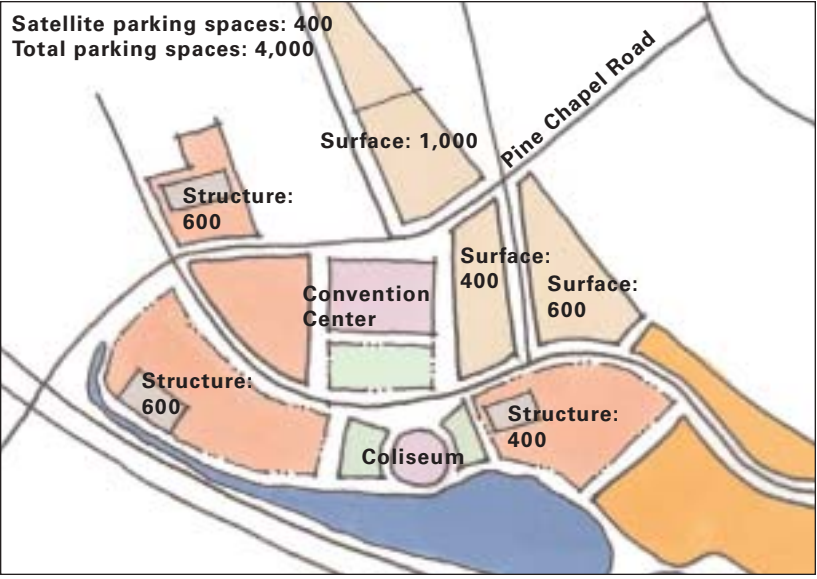
| CROSSROADS DESIGN RECOMMENDATIONS | | |
|---|---|--|
| URBAN FORM | STREET NETWORK | OPEN SPACE/ PEDESTRIAN NETWORK |
| <p>Establish a new mixed-use node containing urban housing, park, restaurants,entertainment, and community retail east of the Coliseum.</p> <p>Develop a district containing specialty retail, restaurants, and entertainment uses west of the Coliseum.</p> <p>Develop parking structures that support development as well as the Convention Center/ Coliseum.</p> <p>Attract uses that can share parking with the Convention Center and Coliseum.</p> | <p>Extend Cunningham Drive to Newmarket Creek and Coliseum Lake. Create a network of local streets that supports mixed-use development.</p> <p>Develop a street connection between Armistead Avenue and Coliseum Drive to facilitate event traffic from the east.</p> | <p>Create plazas on Coliseum Lake as focal points to commercial developments both east and west of the Coliseum.</p> <p>Develop a trail head to the Newmarket Creek open space system.</p> <p>Create a pre-function space in between the Coliseum and Convention Center.</p> |

Parking for the Convention Center and the Coliseum

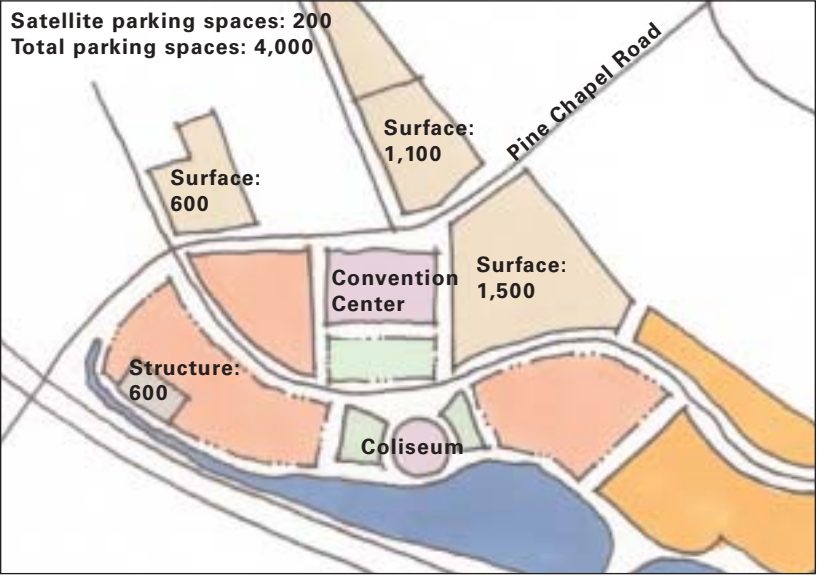
Balancing the parking needs of the Coliseum and Convention Center will be important to the overall redevelopment of the area. Too much surface parking will detract from and prevent pedestrian-oriented redevelopment; however, structured parking is expensive and should not be built unless it can be shared with other uses. In time, the area should transition from surface parking to structured parking. In general, the strategy should be to create several multi-use (shared) parking garages throughout the District as well as a viable transit system that accesses satellite parking reservoirs located elsewhere in the District.



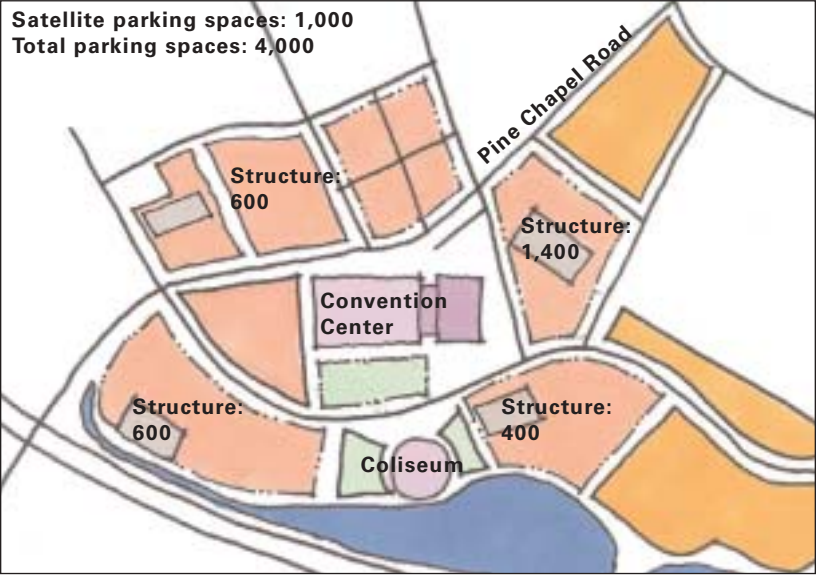
PARKING STRATEGY: PHASE 1 Surface parking is located on four sites.



PARKING STRATEGY: PHASE 3 Continue to transition to parking structures with development of the former BEST Site and the second phase of the site east of the Coliseum. Extend Cunningham Drive south and expand the satellite parking and transit program.



PARKING STRATEGY: PHASE 2 Redevelopment of the 19 acre site west of the Coliseum should contain a garage. Pursue sharing arrangements with Langley Federal Credit Union and other adjacent properties in order to maximize resources. Introduce a modest satellite parking and transit strategy.



PARKING STRATEGY: PHASE 4 When the Convention Center expands, build a final large garage to the east of Cunningham Drive. Expand the satellite parking program.

Power Plant Parkway

Located on the west side of I-64, this initiative area contains opportunities for big-box retailers, a new mixed-use neighborhood node, office sites, and incremental site improvements on existing commercial properties. With the success of the Power Plant and Bass Pro, the property to its west is well suited for large retailers and out-parcel development. East/west connections from the Aberdeen neighborhood to the District should be enhanced as redevelopment of key parcels occurs. The former Mercury Plaza site can redevelop as another mixed-use node. The site is large enough to accommodate several uses, including housing, restaurants, office, and hotels.

Bluebird Gap Farm should be absorbed into the open space system; however, redevelopment on the site is likely in the medium to long term. The site should be considered either for additional housing or for a family-oriented tourist attraction.



POWER PLANT PARKWAY Redevelopment along Power Plant Parkway will contain large regional retailers as well as a mix of smaller neighborhood and community scaled uses on the former Mercury Plaza Site.



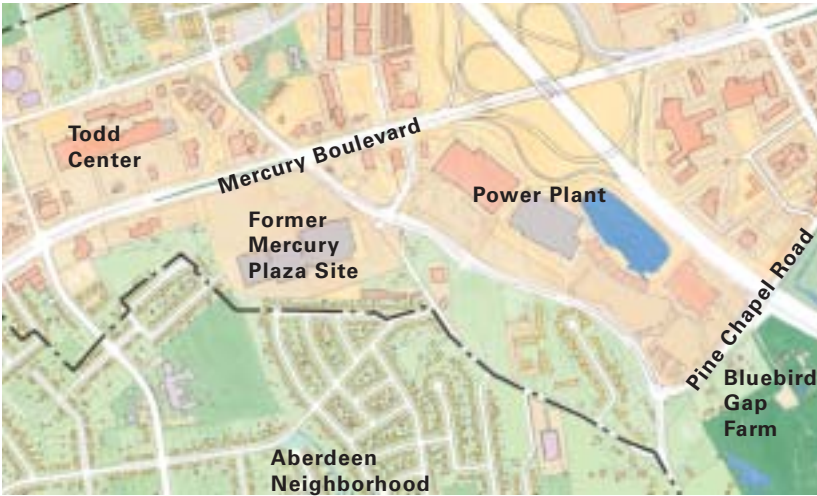
Framework of Development Patterns



Framework of Streets



Framework of Open Space



PORTRAIT OF EXISTING CONDITIONS The Power Plant Parkway area is an important neighborhood shopping node for Aberdeen and surrounding neighborhoods.

| POWER PLANT PARKWAY DESIGN RECOMMENDATIONS | | |
|---|--|---|
| URBAN FORM | STREET NETWORK | OPEN SPACE/ PEDESTRIAN CONNECTIONS |
| Reserve property on Power Plant Parkway for regional retailers and larger auto-oriented uses. Redevelop the former Mercury Plaza site with a mix of uses, including hotels, housing, retail, office, and out-parcel restaurants. Consider housing opportunities, regional recreational attractions, or family-oriented tourist attractions for the future use of Bluebird Gap Farm. | Create an internal street network that supports mixed-use development on the former Mercury Plaza site. Extend Power Plant Way into the former Mercury Plaza site as its main entrance from Power Plant Parkway. | Create a pedestrian connection from the Pine Chapel bridge over the interstate to the Power Plant; from Pine Chapel Road through the parking area to the boardwalk around the lake; and from the Aberdeen neighborhood to the boardwalk at the Power Plant. Create open space connections to Aberdeen Elementary School from the former Mercury Plaza site. |

Sentara Medical Campus

With over 3,000 employees, Sentara CarePlex Hospital is the District’s largest employer. The complex anchors the north end of Coliseum Drive and creates an important gateway to the District. Currently the complex is an assemblage of connected buildings with a large parking lot and retention ponds along Coliseum Drive. The Plan recommends developing the complex into a world-class medical campus with open spaces, greens, quads, and courtyards connected into the city’s open space system. The front of the complex can contain a single large courtyard, framed by the existing buildings and two new buildings. Additional entrances to the campus from Coliseum Drive can create boulevards to new buildings and parking structures located on the eastern edge of the site. A recreational path should lace through the campus and plug into the city’s trail system.

A new east/west street on the southern edge of the campus will connect Coliseum Drive to Armistead Avenue. This road will improve overall connectivity in the District.

The west side of Coliseum Drive should be developed with medical related office buildings. The scale should be compatible with adjacent residential buildings. Parking should be located in the rear and curb cuts along Coliseum Drive should be minimized.

New housing sites are located on the north side of Hampton Roads Center Parkway and south of the new Campus.



SENTARA The Sentara Hospital Complex can grow into a world class medical campus. The design of the campus can link its courtyards and boulevards, walking paths and fitness course, into the open space system of the District.



Precedent Images



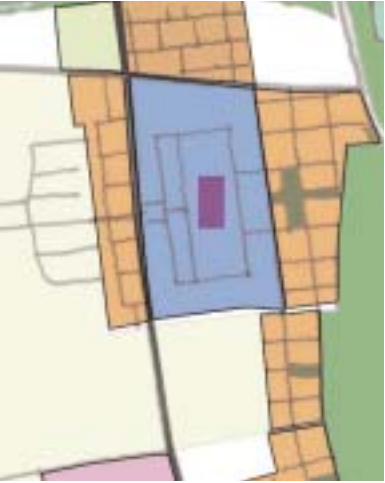
Portrait of existing conditions



Framework of Open Space



Framework of Streets



Framework of Development Patterns



Precedent photos of medical and academic campuses



PROPOSED VIEW AND EXISTING PHOTOGRAPH OF SENTARA Domestic scaled office buildings will line the west side of Coliseum Drive.

| SENTARA DESIGN RECOMMENDATIONS | | |
|--|--|--|
| URBAN FORM | STREET NETWORK | OPEN SPACE |
| <p>Encourage the growth and support of a world class medical campus.</p> <p>Develop residentially scaled buildings along Coliseum Drive that support the Medical Campus.</p> | <p>Establish a private street system through the campus that is connected to adjacent neighborhoods.</p> <p>Develop a new east/ west street between Coliseum Drive and Armistead Avenue along the southern edge of the Sentara Campus.</p> | <p>Tie the campus courtyards, walking paths, and fitness course into the open space system of the District.</p> <p>Develop a public park and landmark recognition of the Civil War Grave Site on the Sentara property.</p> |

Tide Mill Creek

The design and therefore summary of this initiative is under further study and review.



SCHOOLS AND NEIGHBORHOODS Cooper and Eaton Schools are on the edges of the neighborhood. Residents of Magruder Heights are disconnected from the amenities at the school.

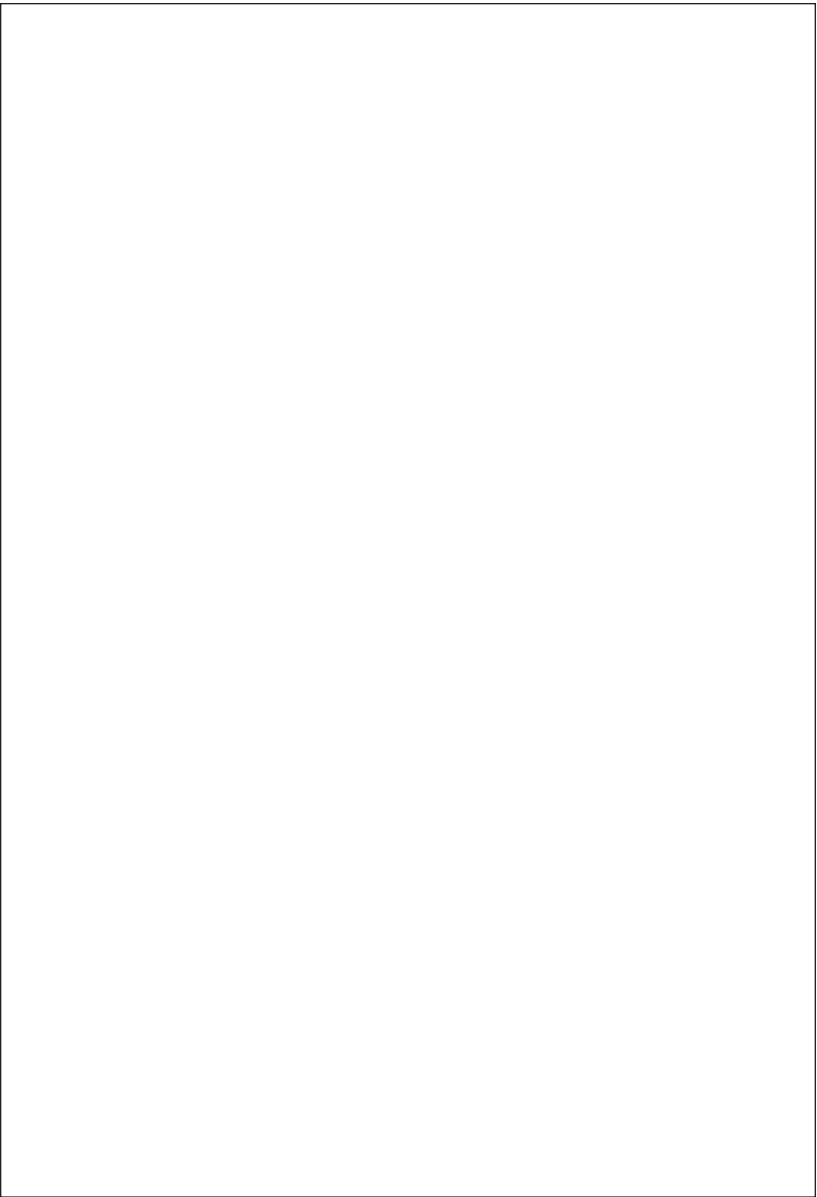


ILLUSTRATION: TIDE MILL CREEK PROPOSED CONCEPT PLAN

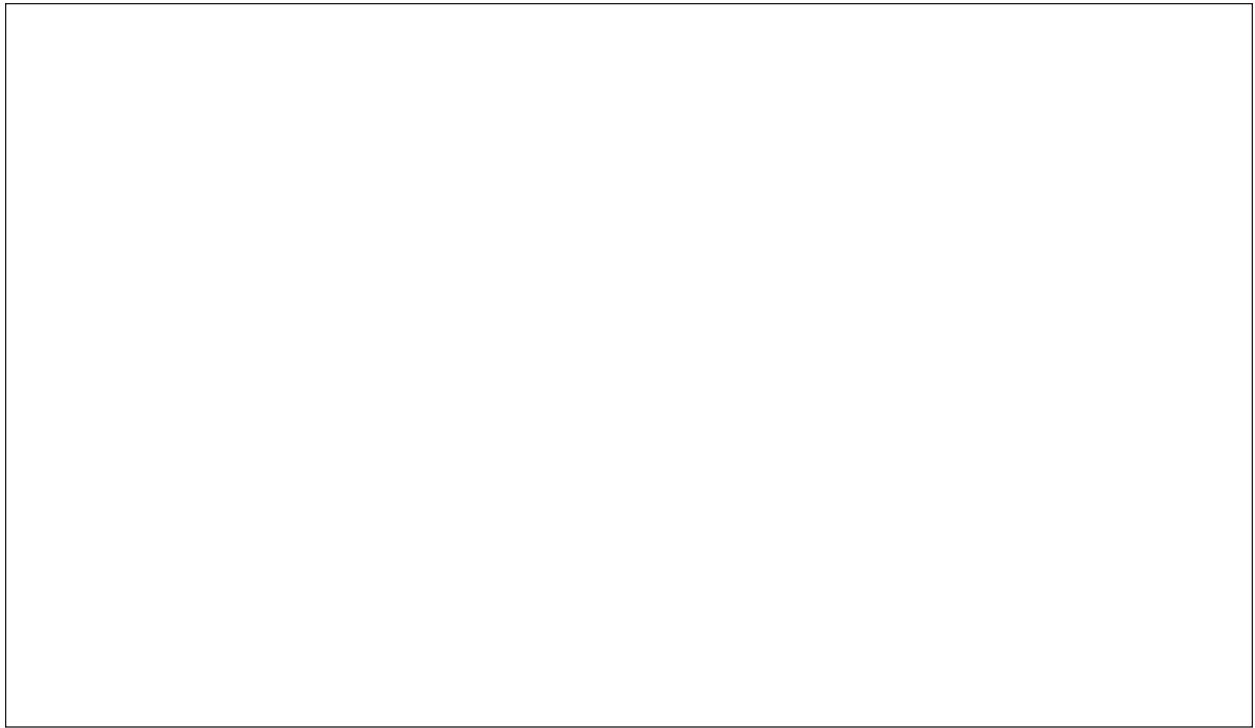
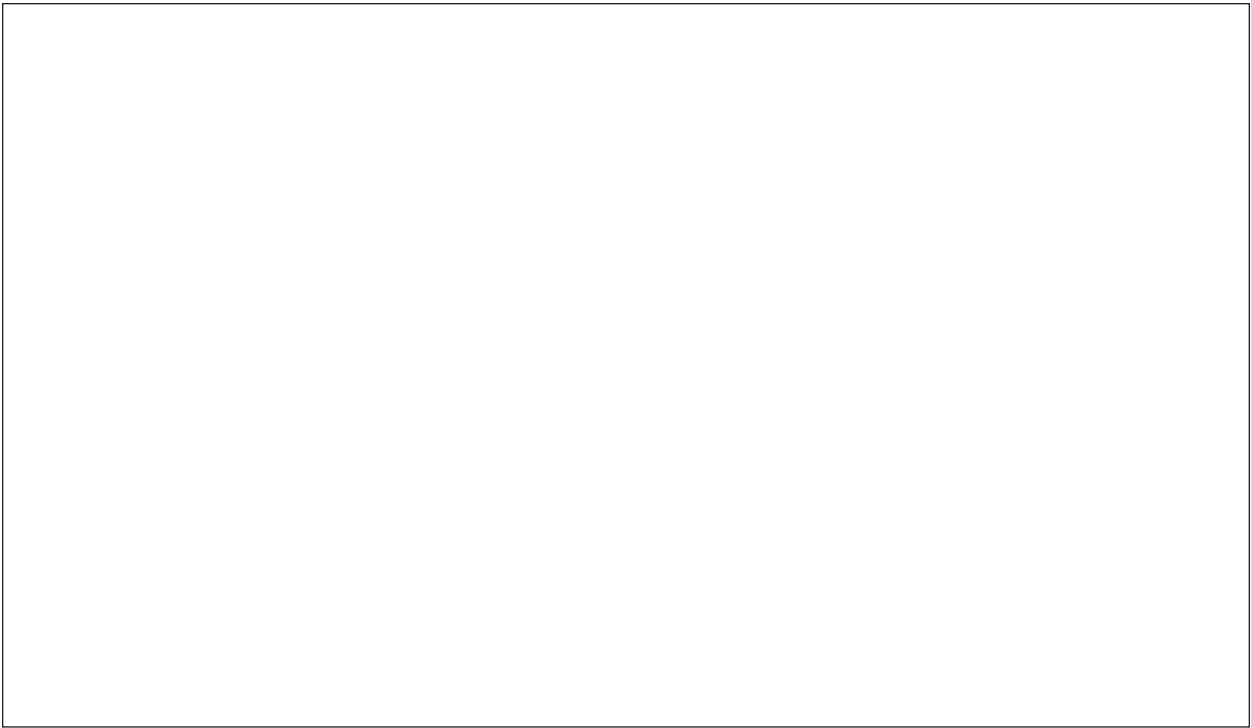


ILLUSTRATION: EATON MIDDLE SCHOOL PROPOSED AERIAL VIEW



PERSPECTIVE OF NEW HOUSING ADJACENT TO COOPER SCHOOL

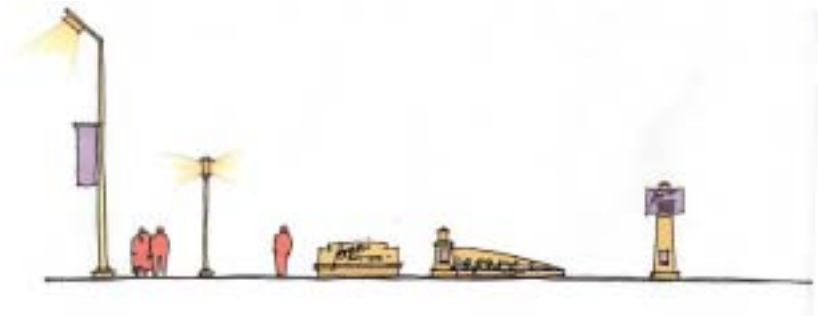


AERIAL VIEW OF EATON MIDDLE SCHOOL

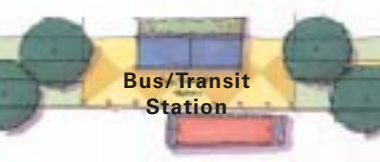
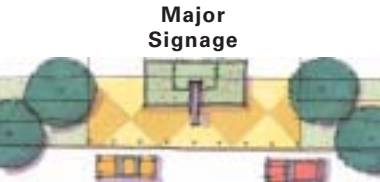
Mercury Boulevard

The Plan recommends a continued transformation of Mercury Boulevard from an unattractive transportation corridor to a generously landscaped urban boulevard that improves both access to local properties as well as the “through put” of regional traffic. The overall goal is to improve access to properties located on Mercury Boulevard by replacing dangerous curb cuts with appropriate street intersections and “backage” roads or cross property easements. In the process, the edge of the roadway can transition from one that is dominated by a continuous deceleration lane and multiple curb cuts to one that contains generous landscaping and sidewalks.

Unified signage and lighting will continue to be important as businesses invest incrementally in their properties. Signage should remain low to the ground, visible to both motorists and pedestrians. High pole signs should be eliminated. Boulevard trees should be planted every 30 feet on center and on both sides of a sidewalk. The sidewalk should be located approximately ten feet from the curb.



STREETSCAPE ELEMENTS A consistent palette of paving materials, signage, and furnishings will help unify the District.



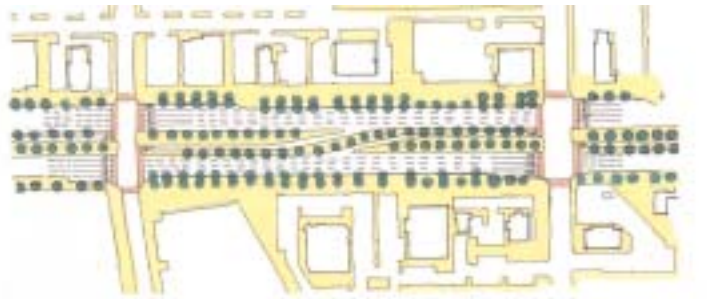
A transformed commercial corridor



MERCURY BOULEVARD (PHASE 1) Improve pedestrian enhancements with crosswalks, sidewalks, and improved medians.



MERCURY BOULEVARD (PHASE 2) Improve access to properties by creating a safe deceleration and turning lane, and encouraging access from a service road at the backs of properties.



MERCURY BOULEVARD (PHASE 3) Create an urban boulevard with continuous landscape and minimal curb cuts.



PROPOSED VIEW AND EXISTING PHOTOGRAPH OF MERCURY BOULEVARD Over time, Mercury Boulevard should transition to a well landscaped urban boulevard.



STREETSCAPE TRANSFORMATIONS Unified signage and mature vegetation will eliminate the visual clutter created by competing signage.

Site Improvements

The Coliseum Central District contains several successful traditional strip shopping centers: Coliseum Crossing, Todd Center, Coliseum Square, and Coliseum Marketplace. These centers are currently occupied and thriving because of their successful tenant mix and their management and operations that maintain an attractive property. Whereas the largest of these properties could redevelop into smaller blocks and a mix of uses (similar to the recommendations for Riverdale Plaza); the Plan does not recommend redevelopment of these properties as long as the current owners choose to maintain the properties in their excellent conditions.

As primarily auto-oriented retail centers, the challenge of these properties will be to maintain their competitive edge as the District around them changes into a more pedestrian-friendly environment. Improved connections to redeveloped areas will be important as the District changes over time.



PROPOSED DRIVEWAY SECTION Primary driveways can be built similar to streets: with sidewalks, trees, and hedges screening the cars.

| SITE IMPROVEMENT RECOMMENDATIONS FOR COMMERCIAL PROPERTIES |
|--|
| Develop driveways as if they were streets - lined with sidewalks and street trees. |
| Connect the existing pedestrian areas of the site into the District's sidewalks. |
| Terminate driveways (streets) with landmark facade elements. |
| Modify buildings so entrances and outdoor spaces are located adjacent to pedestrian areas. |
| Buffer sidewalks from parking lots with low hedges and trees. |
| Locate parallel parking in front of the stores. |
| Convert large parking lots into smaller landscaped parking rooms. |
| Improve access to the site by extending driveways (or streets) through the site to adjacent streets. |

PROPOSED BUILDING FRONT AND SIDEWALK SECTION Parking in front of buildings and improved sidewalks will create a more desirable location for shoppers. Hedges or low walls should screen large parking lots from sidewalks.



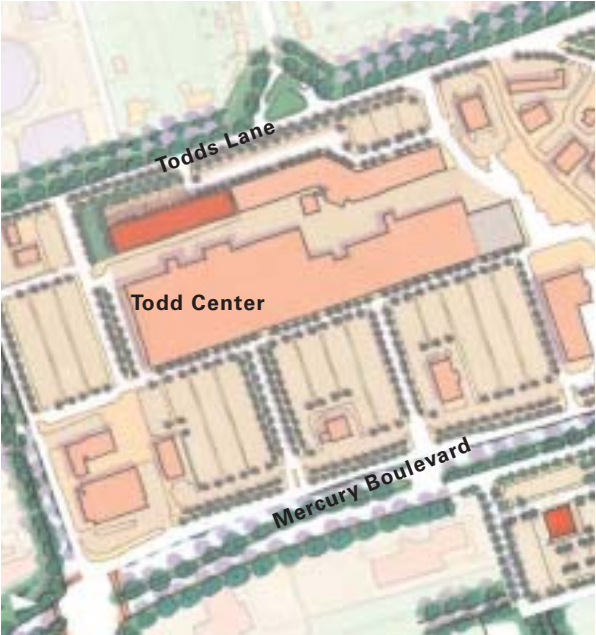
Typical existing drive aisle in front of stores.



Proposed drive aisle in front of stores with parallel parking.



SITE IMPROVEMENTS Site improvements to Coliseum Crossing (left) and Todd Center (right) will improve circulation, pedestrian connectivity, and their integration into the District. The proposed investments are the initial steps to potential future redevelopment.



COMMERCIAL PROPERTY GUIDELINES New sidewalks and building design that relates to surrounding street and block structures will help integrate the shopping center with its surroundings.



Extend adjacent streets into the site to create a coherent block structure.



Reinforce the block structure with a pedestrian network that connects to the adjacent properties.



Reinforce primary pedestrian corridors with building additions that engage the sidewalk.

Plan Implementation

The 2004 Coliseum Central Master Plan adopted by City Council on September 22, 2004 is an official policy for the City of Hampton. This policy document replaces the previous public policies included in the Mercury Central Plan (1994) and the Coliseum Central Business Improvement District Master Plan (1997).

Within the boundaries identified in this Plan, there exist numerous planning and public policy documents which guide public and private actions. The 2004 Coliseum Central Master Plan may not address all aspects contained in these other policy and implementation tools. In cases where recommendations may conflict, the recommendation contained in the 2004 Coliseum Central Master Plan prevails. Recommendations contained within these other policy and implementation documents, which are not specifically addressed in the 2004 Coliseum Central Master Plan and yet are consistent with the overall objectives of the 2004 Coliseum Central Master Plan, will continue to be valid guidance for both public and private actions.

Specific implementation initiatives which must follow the adoption of this Master Plan include:

- Amendments to the Hampton Zoning Ordinance: Special Public Interest District - Coliseum Central.
- Amendments to the 2020 Parks and Recreation Master Plan.
- Amendments to the Coliseum Central Design Guidelines.
- Amendments to the Hampton City Code: Site Plan ordinance.
- Funding through the annual Capital Improvements Plan as well as other public and private funding sources.

Existing plans or policy documents affecting areas within the boundaries encompassed by the 2004 Coliseum Central Master Plan include the following:

- 2010 Comprehensive Plan
- Hampton Roads Regional Transportation Plan
- Mercury Central Plan (1994)
- Coliseum Central Business Improvement District Master Plan (1997)
- Aberdeen Neighborhood Plan
- Peninsula Light Rail Study